

## H9MKMGMT: Marketing Management

Module Code:	H9MKMGMT
Long Title	Marketing Management <b>APPROVED</b>
Title	Marketing Management
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	
Module Author:	COLETTE DARCY
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	Analyse the role & scope of marketing as an ideology & organisational function, its interrelationships with other organisational functions and its role within modern institutions.
LO2	Assimilate, synthesise and apply key marketing concepts and techniques to management decision making.
LO3	Acquire, analyse and interpret current marketing literature and research, as well as demonstrate a critical awareness of the appropriate context for applying this knowledge.
LO4	Appraise market research approaches, undertake the relevant methodology & analysis and utilise knowledge concerning consumer behaviour & markets.
LO5	Critically evaluate the influence of marketing actions on social processes and individual actors – including consideration of sustainability.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
Indicative Content			
<b>The Context of Marketing Management</b> ∫ The Origins & Evolution of Marketing ∫ Domestic & International Marketing Environments ∫ Models for Analysing Marketing Challenges ∫ Developing Marketing Strategies & Plans			
<b>Implementation of Marketing Management</b> ∫ Marketing Planning, Analysis & Decision-Making ∫ Marketing Information and Research ∫ Managing Customers & Markets ∫ Product & Brand Management ∫ New Product Development ∫ Pricing Strategies & Tools ∫ Integrated Communications Management ∫ E-marketing and Exploiting New Technologies ∫ Distribution Management & Supplier Networks ∫ International Marketing Management			
Assessment Breakdown			%
Coursework			100.00%
<b>Assessments</b>			
Full Time			
Coursework			
<b>Assessment Type:</b>	Assignment	<b>% of total:</b>	100
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Learners will have to analyse, prepare and/or present a series of contemporary marketing case studies distributed over the course of the module. Each case study will address particular marketing issues pertaining to key contemporary topics addressed in class.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
<b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			

## H9MKMGMT: Marketing Management

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Delivered in block format	30	Per 15 week block	2.00
Independent Learning	No Description	95	Per 15 week block	6.33
Total Weekly Contact Hours				2.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Delivered in block format	30	Per 15 week block	2.00
Independent Learning	No Description	95	Per 15 week block	6.33
Total Weekly Contact Hours				2.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Philip Kotler, Kevin Lane Keller. (2012), Framework for Marketing Management, 5th. Pearson Education Limited, [ISBN: 9780273752516].</p> <p>Chuck Hemann, Ken Burbary. (2013), Digital Marketing Analytics: making sense of consumer data in a digital world, [ISBN: 0789750309].</p>	
<i>Supplementary Book Resources</i>	
<p>Mullins, J., Walker, O. &amp; Boyd, H., (2009) Marketing Management: A Strategic Decision-Making Approach, McGraw Hill..</p> <p>Hooley, G., Saunders, J. &amp; Piercy, N., (2009), Marketing Strategy and Competitive Positioning, 4th Edition, Prentice Hall..</p> <p>Homburg, C, Kuester, S. &amp;, Krohmer, H., (2008), Marketing Management: A Contemporary Perspective, McGraw Hill..</p> <p>Saren, M. et al (2008), Critical Marketing; Defining the Field, Butterworth Heinemann.</p> <p>Ranchhod, A. (2004), Marketing Strategies: A 21st Century Approach, Prentice Hall..</p> <p>McDonald, M. (2007), Marketing Plans, Sixth Edition: How to prepare them, how to use them, 6th Edition, Butterworth Heineman.</p> <p>Klein, N., (2004), No Logo, Picador..</p> <p>Heath, J. &amp; Potter, A. (2006), The Rebel Sell: How the Counter Culture Became Consumer Culture, Capstone..</p> <p>Dhar. M., (2007) Brand Management 101: 101 Lessons from Real-World Marketing, Wiley..</p> <p>Scott, D.M., (2001), The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly, Wiley..</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	